Project Introduction & Rationale

**Your project name**

LCubed

Level 1, 228 Swan Street

Richmond, VIC, 3121

03 September 2014

Juliana Koh

# About this document

This document provides an introduction to, and summary of, the **Your project name** project that we believe will provide significant operational, service and financial benefits to **LCubed** and its stakeholders.

It is provided to:

1. Inform stakeholders about our proposed project, resulting systems and key benefits; and
2. To assess and attain the, financial commitment, enthusiasm and endorsement to progress it further.

**Table of Contents**

[1. About this document 2](#_Toc384199614)

[2. Executive summary 3](#_Toc384199615)

[Key Objectives 3](#_Toc384199616)

[Operational savings / Return on Investment 3](#_Toc384199617)

[Non-financial benefits 3](#_Toc384199618)

[3. Project Scope 4](#_Toc384199619)

[Functional areas to be implemented 4](#_Toc384199620)

[4. Costs and timelines 5](#_Toc384199621)

[Timeline & milestones 5](#_Toc384199622)

[5. Roles and responsibilities 6](#_Toc384199623)

[6. Conclusion and Next steps 7](#_Toc384199624)

# Project objectives and benefits

This document provides an introduction to, and summary of, the **Your project name** project that we believe will provide significant operational, service and financial benefits to **LCubed** and its stakeholders.

Assuming that the project progresses we anticipate that it will be completed by **31 August 2014**, at an expect cost of **Expected project budget**.

## Contribution to LCubed mission

Projects contribution to your organisations mission

## Contribution to LCubed goals

Project contribution to (medium term) organisational goals

## Operational savings / Return on Investment

This project is intended to generate ongoing savings/returns against the initial financial investment. Should the project proceed to the next planning phase the returns will be quantified through completion of comprehensive functional requirements.

At this stage are expecting to create efficiencies and reduce errors in the **8** areas listed below in the project scope section of this document.

## Non-financial benefits

In addition to the financial savings we are also expecting to achieve improvements in our operations and service through automation, systemisation and enabling 'self-service' for the following groups:

|  |
| --- |
| Stakeholder group |
| Testsfdsfsdfdsfdsfdsfdsfsdgfsgtrst rte btr |
| fdsfsdf ewrwr werwrwer wrewrwerwerwe |
| ewrwerwe werewr wer ewrewr |
| rewrwe wer ewrwer rw rw werw wr wer |

# Project Scope

We have identified **8** functional areas that the implemented system will facilitate, these are listed below.

The project scope will be further defined by specifying a list of key features within each of these functional areas.

The Project Detail Document (a key deliverable of the next project phase), will contain:

* Estimates return on investment (ROI), saving per year based on the current operations costs, and
* Expected non-financial stakeholder / constituencies benefits of these functional areas.

At this stage new additional revenues are not estimated or included in this documentation.

## Functional areas to be implemented

The identified functional areas to be implemented are:

* Contact Database  
    
  In almost all membership system builds, whether on or off line, the contact database is a central feature. It is mandatory to the implementation of a working membership system. Your contact database records information on all of your constituency, independent of their relationship to your organisation. These attributes (for example, subscriber, current member, committee member) all refer back to the central contact database. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project. Contact database features include: - Adding new contact details - Managing and editing contacts and status - Manage access and user permissions
* Membership management  
    
  Members are the lifeblood of the organisation, delivering services to them and enhancing their lives is a key priority. Membership Management is therefore an essential function for Associations and many other other non-profits groups. The level of functionality required to support the management of your membership data and membership interactions will vary with the complexity of your membership structures and the overall level of automation and interaction you require. Closely tracking and growing membership numbers is often a primary goal and key revenue generator, so storing and (quickly and flexibly) accessing information on them is essential. Key Membership Management features include: - Membership cycles can be defined (calendar year, pro-rater etc) - Membership levels and pricing can be configured - Membership reporting tools
* Membership renewal  
    
  Allowing members to renew through your website in a simple and intuitive way will also create significant cost savings. It also represents improved service and convenience to many who are happy using the internet to make payments. It allows members to renew any hour of the day or night from anywhere. This convenience can be the difference between the renewal and a lapsed member. Key features include: - Automated notifications of membership expiry - Members can modify their membership types, interests and settings - Online payments processed for renewals
* Member Services/benefits  
    
  Providing the ability for members to self serve, can represent significant savings to your organisation as well as an improved service. It can also encourage quicker renewals and processing and an increased number of renewals and new members. Being able to cost effectively provide members with additional online services and membership benefits and being able to provide different levels of services to different membership levels can increase the attractiveness of your offerings, enable you to upsell your memberships and encourage members to continue to maintain their membership. Key features include: - Members can update there own details at any time - Different levels of memberships can have access to different information/services - Non-members (contacts or lapsed members) can also update details
* Marketing Communications  
    
  Moving your communications from the traditional posting of letters also represents significant savings and flexibility. Many organisations are in-fact being pushed by there members and constituents to stop sending letters, in preference to email. Whilst for many the transition from letters to email can take some time, even moving 50% of your communications will save money and benefit the environment. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project. Key features include: - Newsletters (as well as notifications to individuals) can be sent from the system - Subsets of database can be chosen based on a range of profile information and/or custom segments - Statistics are available to allow analysis of success of communication
* Member Directory  
    
  In some cases the publication of certain membership details back to the website is necessary. This often occurs amongst networking groups or where members are organisations and the organisational details are being published. These directories or lists can be published publicly or log in only areas. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project. Key features include: - Members receive directory listings as part of their membership benefits - Details to be included in the directory can be configured - The member directory can be filtered by a range of custom options
* Website Content Management  
    
  Websites are a critical channel of communication for Associations. To keep a website up to date, fresh, relevant and attractive to search engines the content on the site should be modified and updated regularly. It is therefore essential that this task can be easily and quickly managed by non-technical personnel. A list of functional line items are provided below for you to include or exclude and to provide a ranking of importance for your project. Key features include: - All site content can be managed by non-technical administrators - Menu structures and Information Architectures (site maps) can managed - Content approval workflow is supported
* Events Registration  
    
  The management of events is a common activity and therefore requirement for Associations and non-profit systems. Its automation often represents dramatic savings because of the high level of manual processing required for each ticket and attendee for every event. A list of functional line items relating to Event Registration are provided below for you to include or exclude and to provide a ranking of importance for your project. Key features include: - Events can be quickly and easily published onto the website - Members receive different event pricing to non-members - Registrants can purchase tickets to all events in a suite of events or purchase in groups

# Price, Process, Timelines & Milestones

We intend to "go-to market" to finalise pricing, however we are provisionally recommending a project budget of **Expected project budget**.

In addition to the financial costs, the project will also require the time, input and enthusiasm of the following team members listed in the Roles and Responsibilities section below.

## Timeline & milestones

The project duration is expected to be **30** days.

* The intended start date is: **01 August 2014**
* The target completion date is: **31 August 2014**

The project will include key milestones, these will help us monitor and keep the project on time and budget.

The milestones are not finalised, but are likely to include:

|  |  |  |
| --- | --- | --- |
| S Num | Milestone name | Date |
| 1 | Project Commencement | 01 August 2014 |
| 2 | Supplier engaged | 02 August 2014 |
| 3 | Scoping and planning complete | 04 August 2014 |
| 4 | Interface design complete | 10 August 2014 |
| 5 | Development complete | 14 August 2014 |
| 6 | User testing complete | 17 August 2014 |
| 7 | Training complete and system live | 20 August 2014 |
| 8 | Project Completion | 31 August 2014 |

# Internal team roles

Successful execution of the project will require the input and participation of a number of team members, these are listed below along with their anticipated roles and responsibilities.

The next stage of the project will include more detail on this including estimated effort and individual responsibilities.

## Project team

The project team leader is **test3.**

|  |  |
| --- | --- |
| Team member | Role (title) |
| test3 | Responsibility1 |
| test1 | erwrw |
| test2 | rtert |
| test4 | tetet |

# Conclusion and Next steps

To achieve the benefits we propose to deliver the project following the milestones outlined.

The next step is to specify the project process and system functionality in greater detail. This will be captured in a 'Project details' document which will be the primary reference for all stakeholders.

Please contact test3 on test@test.com which questions and your feedback.